

From: info@info.healthcare.thomsonreuters.biz on behalf of Thomson Reuters <th.info@thomsonreuters.com>
Sent: Monday, March 14, 2011 12:00 PM
To: Hanchett, James (DPH)
Subject: Coming Soon: Free RED BOOK Online Trial

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RED BOOK Online: Free Trial Coming to Micromedex 2.0



Beginning March 23, you will have free trial access to *RED BOOK Online*® through your *Micromedex 2.0* subscription*!

RED BOOK Online is a new and convenient Web-based format of the same drug pricing and product information found in our CD-based RED BOOK for Windows and ReadyPrice products, as well as the trusted RED BOOK print reference.

Whether conducting a pricing analysis, substituting a more cost-effective drug, or managing formulary, *RED BOOK Online* helps you quickly answer drug-related questions with content backed by the same rigorous editorial process as other *Micromedex* content.

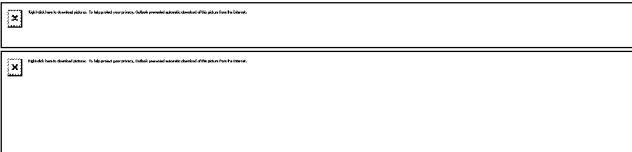
RED BOOK Online provides:

- Pricing and product information on more than 200,000 active and deactivated drugs
- Intuitive online interface and simple search functionality
- Daily information updates
- Notification of price and package changes
- AWP pricing history
- Mobile access via iPad

Starting March 23, look for the "RED BOOK Online Trial" tab within your Micromedex 2.0 application. The trial will run for 60 days, during which you will have full access to the full spectrum of current drug pricing and product information in a single, reliable source.

To learn more about RED BOOK, visit our website, www.redbook.com.

* Trial only available for U.S. customers



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